

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. – 3. (Cancelled)

4. (Currently Amended) ~~A shop information advertisement panel system, comprising:~~

a plurality of shop terminals;

an advertisement panel control terminal connected with the plurality of shop terminals through a communication network, ~~said advertisement panel control terminal including an advertisement information storing unit; and~~

a plurality of advertisement panel devices;

wherein each shop terminal of said plurality of shop terminals is configured to send, to the advertisement panel control terminal through the communication network, respective advertisement information ~~including respective image information of a respective advertisement image to be displayed on a corresponding advertisement panel device of said plurality of advertisement panel devices and detailed information on a respective shop where the corresponding advertisement panel device is located;~~

~~wherein said advertisement panel control terminal is configured to receive the respective advertisement information from each shop terminal of said plurality of shop terminals, and is configured to store said respective advertisement information in said advertisement information storing unit in correspondence with corresponding control information identifying the corresponding advertisement panel device on which the respective advertisement image specified by the respective image information of the respective advertisement information is to be displayed;~~

wherein said advertisement panel control terminal ~~is configured to read particular image information of a particular advertisement image included in particular advertisement information from said advertisement information storing unit, and is configured to determine, for the respective advertisement information received from each shop terminal of the plurality of shop terminals, a particular corresponding advertisement panel device of said plurality of~~

advertisement panel devices on which ~~said particular advertisement image~~ at least a portion of said respective advertisement information is to be displayed based on ~~particular~~ corresponding control information that is in correspondence with ~~said particular~~ respective advertisement information, ~~and;~~

wherein said advertisement panel control terminal is configured to control, for the respective advertisement information received from each shop terminal of the plurality of shop terminals, the particular corresponding advertisement panel device to display the particular at least the portion of the respective advertisement image information;

wherein said advertisement panel control terminal is configured to send, when ~~the a~~ a particular advertisement panel device of the plurality of advertisement panel devices makes a request for particular detailed information ~~included in said particular advertisement information,~~ the particular detailed information to the particular advertisement panel device;

wherein the particular advertisement panel device is configured to send, upon receipt of a reference request for the particular detailed information from an information portable unit, the request for the particular detailed information to the advertisement panel control terminal, and is configured to send the particular detailed information received from the advertisement panel control terminal to said information portable unit;

~~wherein said information portable unit is configured to send the reference request for the particular detailed information to the particular advertisement panel device according to a user's instruction, and is configured to display the particular detailed information received from the particular advertisement panel device;~~

wherein said particular detailed information includes reservation information indicating a reservation state;

~~wherein said information portable unit comprises a reservation requesting unit for sending reservation requesting information to the particular advertisement panel device;~~

wherein said particular advertisement panel device is configured to receive reservation requesting information from the information portable unit;

wherein said particular advertisement panel device is configured to send the reservation requesting information to the advertisement panel control terminal, ~~upon~~ upon receipt of the reservation requesting information from the information portable unit;

wherein said advertisement panel control terminal is configured to send the reservation requesting information received from said particular advertisement panel device to a particular shop terminal of said plurality of shop terminals corresponding to the particular ~~advertisement panel device~~ reservation requesting information; and

wherein said particular shop terminal comprises a reservation controlling unit for controlling the reservation information indicating the reservation state and for updating the reservation information based on the ~~received~~ reservation requesting information.

5. (Currently Amended) ~~The shop information advertisement panel system as set forth in~~ of claim 4,

wherein each shop terminal of said plurality of shop terminals comprises an advertisement information update requesting unit for requesting, through the communication network, the advertisement panel control terminal to update the respective advertisement information; and

wherein said advertisement panel control terminal ~~comprises:~~ comprises an advertisement information updating unit for updating the respective advertisement information corresponding to a specific shop terminal of said plurality of shop terminals having made an update request, according to the update request of the respective advertisement information from the specific shop terminal.

6. (Currently Amended) ~~The shop information advertisement panel system as set forth in~~ of claim 4,

wherein said advertisement panel control terminal is configured to add the corresponding control information to the respective advertisement information sent from each shop terminal of said plurality of shop terminals, ~~so as~~ and is configured to store both the respective advertisement information and the corresponding control information into ~~said~~ an advertisement information storing unit.

7. (Currently Amended) ~~The shop information advertisement panel system as set forth in~~ of claim 4,

wherein said particular detailed information further includes of a plurality of items;

wherein said advertisement panel control terminal is configured to send an item list with the plurality of items of the particular detailed information to the particular advertisement panel device when the request for the particular detailed information is made by the particular advertisement panel device, and is configured to send a content of an item of said plurality of items to the particular advertisement panel device when an item name of the item in the item list is notified to the advertisement panel control terminal by the particular advertisement panel device, and

wherein said particular advertisement panel device is configured to send said item list to said information portable unit upon receipt of the item list from the advertisement panel control terminal, and is configured to notify the item name to said advertisement panel control terminal upon receipt of the item name from said information portable unit, and is configured to send the content of the item received from said advertisement panel control terminal to said information portable unit.

8. (Currently Amended) ~~The shop information advertisement panel system as set forth in~~ claim 7,

wherein the system further includes said information portable unit; and

wherein said information portable unit is configured to display the item list upon receipt of the item list, and is configured to send the item name of the item specified by a user to the particular advertisement panel device, and is configured to display the content of the item received from the particular advertisement panel device.

9. (Currently Amended) ~~The shop information advertisement panel system as set forth in~~ claim 7,

wherein said advertisement panel control terminal comprises an access history storing unit for storing an access history indicating a respective access state of each item of the plurality of items of the particular detailed information; and

wherein said advertisement panel control terminal is configured to update the access history stored in said access history storing unit based on the item name notified from the particular advertisement panel device.

10. – 13. (Cancelled)

14. (Currently Amended) ~~A shop information advertisement method in a shop information advertisement panel system, said shop information advertisement panel system having a plurality of shop terminals, an advertisement panel control terminal connected with the plurality of shop terminals through a communication network, and a plurality of advertisement panel devices, said shop information advertisement method comprising:~~  
in each shop terminal of said plurality of shop terminals,  
sending, from each shop terminal of the plurality of shop terminals to the advertisement panel control terminal through the communication network, respective advertisement information including respective image information of a respective advertisement image to be displayed on a corresponding advertisement panel device of said plurality of advertisement panel devices and detailed information on a respective shop where the corresponding advertisement panel device is located;  
in said advertisement panel control terminal,  
receiving, by the advertisement panel control terminal from each shop terminal of the plurality of shop terminals, the respective advertisement information;  
storing, in an advertisement information storing unit of the advertisement panel control terminal, the respective advertisement information received from each shop terminal of said plurality of shop terminals in correspondence with corresponding control information identifying the corresponding advertisement panel device on which the respective advertisement image specified by the respective image information of the respective advertisement information is to be displayed;  
reading, ~~from the advertisement information storing unit, particular image information of a particular advertisement image included in particular advertisement information;~~  
determining, by the advertisement panel control terminal for the respective advertisement information received from each shop terminal of the plurality of shop terminals based on particular corresponding control information that is in correspondence with said particular respective advertisement information, a particular corresponding advertisement panel device of said plurality of advertisement panel devices on which ~~said particular~~ at least a portion of the respective advertisement image information is to be displayed;

sending, by the advertisement panel control terminal for the respective advertisement information received from each shop terminal of the plurality of shop terminals, the particular image respective advertisement information to the particular corresponding advertisement panel device; and

sending, by the advertisement panel control terminal when said a particular advertisement panel device of the plurality of advertisement panel devices makes a request for particular detailed information included in said particular advertisement information, the particular detailed information to the particular advertisement panel device having made the request; and

in said particular advertisement panel device;

displaying, by said particular advertisement panel device, the particular at least a portion of particular advertisement image according to the particular image information sent received from the advertisement panel control terminal;

sending, by said particular advertisement panel device upon receipt of a reference request for the particular detailed information from an information portable unit, the request for the particular detailed information to the advertisement panel control terminal; and

sending, by said particular advertisement panel device, the particular detailed information received from the advertisement panel control terminal to said information portable unit; wherein unit, said particular detailed information includes including reservation information indicating a reservation state;

wherein said information portable unit sends reservation requesting information to the particular advertisement panel device;

receiving, by said particular advertisement panel device, reservation requesting information from said information portable unit;

wherein sending, by said particular advertisement panel device, sends the reservation requesting information to the advertisement panel control terminal upon receipt of the reservation requesting information from said information portable unit;

wherein sending, by said advertisement panel control terminal, sends the reservation requesting information received from the particular advertisement panel device to a particular shop terminal of said plurality of shop terminals corresponding to the particular advertisement panel device reservation requesting information; and

~~wherein updating, by said particular shop terminal, controls the reservation~~  
~~information indicating the reservation state and updates the reservation information based on~~  
~~the received reservation requesting information.~~

15. (Currently Amended) ~~The shop information advertisement method as set forth in~~ of  
claim 14, further comprising:

~~in each shop terminal of said plurality of shop terminals,~~  
~~requesting, by each shop terminal of the plurality of shop terminals through the~~  
communication network, the advertisement panel control terminal to update the respective  
advertisement information; and

~~in said advertisement panel control terminal,~~  
~~updating, by said advertisement panel control terminal, the respective advertisement~~  
information corresponding to a specific shop terminal of said plurality of shop terminals  
having made an update request, according to the update request of the respective  
advertisement information from the specific shop terminal.

16. (Currently Amended) ~~The shop information advertisement method as set forth in~~ of  
claim 14, further comprising:

~~in said advertisement panel control terminal,~~  
~~adding, by said advertisement panel control terminal, the corresponding control~~  
information to the respective advertisement information sent from each shop terminal of said  
plurality of shop terminals, ~~so as to store~~ and storing both the respective advertisement  
information and the corresponding control information therein.

17. (Currently Amended) ~~The shop information advertisement method as set forth in~~ of  
claim 14,

wherein said particular detailed information further includes a plurality of items; and  
wherein ~~said shop information advertisement method further comprises:~~  
~~in said advertisement panel control terminal,~~  
~~sending, from said advertisement panel control terminal, an item list with the~~  
plurality of items of the particular detailed information to the particular advertisement panel

device when the request for the particular detailed information is made by the particular advertisement panel device; and

sending, from said advertisement panel control terminal, a content of an item of said plurality of items to the particular advertisement panel device when an item name of the item in the item list is notified to the advertisement panel control terminal by the particular advertisement panel device; and;

~~in said particular advertisement panel device,~~  
sending, from said particular advertisement panel device, said item list to said information portable unit upon receipt of the item list from the advertisement panel control terminal;

notifying, by said particular advertisement panel device, the item name to the advertisement panel control terminal upon receipt of the item name from said information portable unit; and

sending, from said particular advertisement panel device, the content of the item received from the advertisement panel control terminal to said information portable unit.

18. (Currently Amended) ~~The shop information advertisement method as set forth in~~ of claim 17,

wherein the system further includes said information portable unit; and

wherein the method further includes:

displaying, by said information portable unit, ~~displays~~ the item list upon receipt of the item list;

~~sends~~sending, by said information portable unit, the item name of the item specified by a user to the particular advertisement panel device; and

~~receives and displays~~receiving and displaying, by said information portable unit, the content of the item sent from the particular advertisement panel device.

19. (Currently Amended) ~~The shop information advertisement method as set forth in~~ of claim 17, further comprising:

~~in said advertisement panel control terminal,~~



storing, by said advertisement panel control terminal, an access history indicating a respective access state of each item of said plurality of items; and

updating, by said advertisement panel control terminal, the access history based on the item name notified from the particular advertisement panel device.

20. – 23. (Cancelled)

24. (Currently Amended) A computer readable memory storing a program for controlling a ~~shop information advertisement panel~~ system to perform a process, ~~said shop information advertisement panel~~ system having a plurality of shop terminals, an advertisement panel control terminal connected with the plurality of shop terminals through a communication network, and a plurality of advertisement panel devices, said process comprising:

~~in each shop terminal of the plurality of shop terminals;~~

sending, from each shop terminal of the plurality of shop terminals to the advertisement panel control terminal through the communication network, respective advertisement information ~~including respective image information of a respective advertisement image to be displayed on a corresponding advertisement panel device of said plurality of advertisement panel devices and detailed information on a respective shop where the corresponding advertisement panel device is located;~~

~~in the advertisement panel control terminal;~~

receiving, by the advertisement panel control terminal from each shop terminal of the plurality of shop terminals, the respective advertisement information;

storing, ~~in an advertisement information storing unit of the advertisement panel control terminal, the respective advertisement information received from each shop terminal of said plurality of shop terminals in correspondence with corresponding control information identifying the corresponding advertisement panel device on which the respective advertisement image specified by the respective image information of the respective advertisement information is to be displayed;~~

reading, ~~from the advertisement information storing unit, particular image information of a particular advertisement image included in particular advertisement information;~~

determining, by the advertisement panel control terminal for the respective advertisement information received from each shop terminal of the plurality of shop terminals based on-particular corresponding control information that is in correspondence with said particular respective advertisement information, a-particular corresponding advertisement panel device of said plurality of advertisement panel devices on which-said-particular at least a portion of the respective advertisement-image information is to be displayed;

sending, by the advertisement panel control terminal for the respective advertisement information received from each shop terminal of the plurality of shop terminals, the-particular image respective advertisement information to the-particular corresponding advertisement panel device;-and

sending, by the advertisement panel control terminal when-said a particular advertisement panel device of the plurality of advertisement panel devices makes a request for particular detailed information-included in said-particular advertisement information, the particular detailed information to the particular advertisement panel device having made the request;-and

in said-particular advertisement panel device,

displaying, by said particular advertisement panel device, the-particular at least a portion of particular advertisement-image according to the-particular image information-sent received from the advertisement panel control terminal;

sending, by said particular advertisement panel device upon receipt of a reference request for the particular detailed information from an information portable unit, the request for the particular detailed information to the advertisement panel control terminal;-and

sending, by said particular advertisement panel device, the particular detailed information received from the advertisement panel control terminal to said information portable-unit; wherein unit, said particular detailed information-includes including reservation information indicating a reservation state;-and

wherein-said process further comprises:

in said-information portable unit,

sending reservation requesting information to the-particular advertisement panel device;

in said-particular advertisement panel device,

receiving, by said particular advertisement panel device, reservation requesting information from said information portable unit;

sending, by said particular advertisement panel device, the reservation requesting information to the advertisement panel control terminal upon receipt of the reservation requesting information from said information portable unit;

~~in said advertisement panel control terminal,~~

sending, by said advertisement panel control terminal, the reservation requesting information received from the particular advertisement panel device to a particular shop terminal of said plurality of shop terminals corresponding to the particular advertisement panel device reservation requesting information; and

~~in said particular shop terminal,~~

controlling, by said particular shop terminal, the reservation information indicating the reservation state; and

updating, by said particular shop terminal, the reservation information based on the received reservation requesting information.

25. (Currently Amended) The computer readable memory ~~as set forth in~~ of claim 24, wherein said process further comprises:

~~in each shop terminal of said plurality of shop terminal,~~

requesting, by each shop terminal of the plurality of shop terminals through the communication network, the advertisement panel control terminal to update the respective advertisement information; and

~~in said advertisement panel control terminal,~~

updating, by said advertisement panel control terminal, the respective advertisement information corresponding to a specific shop terminal of said plurality of shop terminals having made an update request, according to the update request of the respective advertisement information from the specific shop terminal.

26. (Currently Amended) The computer readable memory ~~as set forth in~~ of claim 24, wherein said process further comprises:

~~in said advertisement panel control terminal,~~

adding, by said advertisement panel control terminal, the corresponding control information to the respective advertisement information sent from each shop terminal of said plurality of shop terminals, ~~so as to store~~ and storing both the respective advertisement information and the corresponding control information therein.

27. (Currently Amended) The computer readable memory ~~as set forth in~~ of claim 24, wherein said particular detailed information further includes of a plurality of items; and

wherein said process further comprises:

~~in said advertisement panel control terminal;~~

sending, from said advertisement panel control terminal, an item list with the plurality of items of the particular detailed information to the particular advertisement panel device when the request for the particular detailed information is made by the particular advertisement panel device; ~~and~~

sending, from said advertisement panel control terminal, a content of an item of said plurality of items to the particular advertisement panel device when an item name of the item in the item list is notified to the advertisement panel control terminal by the particular advertisement panel device; ~~and~~

~~in said particular advertisement panel device;~~

sending, from said particular advertisement panel device, said item list to said information portable unit upon receipt of the item list from the advertisement panel control terminal;

notifying, by said particular advertisement panel device, said item name to the advertisement panel control terminal upon receipt of the item name from said information portable unit; and

sending, from said particular advertisement panel device, the content of the item received from the advertisement panel control terminal to said information portable unit.

28. (Currently Amended) ~~A~~ The computer readable memory ~~as set forth in~~ of claim 27, ~~said process further comprising:~~

~~in~~ wherein the system further includes said information portable unit; and

wherein the process further comprises:

displaying, by said information portable unit, the item list upon receipt of the item list from the particular advertisement panel device;

sending, by said information portable unit, the item name of the item specified by a user to the particular advertisement panel device; and

receiving and displaying, by said information portable unit, the content of the item sent from the particular advertisement panel device.

29. (Currently Amended) The computer readable memory ~~as set forth in~~ of claim 27, said process further comprising:

~~in said advertisement panel control terminal,~~

storing, by said advertisement panel control terminal, an access history indicating a respective access state of each item of said plurality of items; and

updating, by said advertisement panel control terminal, the access history based on the item name notified from the particular advertisement panel device.

30. (Cancelled)